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all Pure Food
Laws

Jaques Mfg. Co.
Chicago.

KC BAKING POWDER

Stands for

Quality
Economy
Purity

In providing the family's meals, don't
be satisfied with anything but the
best. KC is guaranteed perfec-
tion at a moderate price. It
makes everything better.

Try and see.

Perfect
or
Money back.



LOCAL BRIEFS.

Chas. Keith of Higginsville was
here Tuesday.

Dr. J. E. Tucker went Odessa Mon-
day evening on business.

Judge J. E. Burden went to Kansas
City Tuesday on business.

Miss Katherine Fulkerson spent
Saturday in Kansas City.

Chas. Lyons went to Kansas City
Saturday morning on legal business.

Miss Nancy Vivion returned from
Kansas City Monday evening.

Geo. B. Gordon went to Kansas
City Tuesday to spend the day.

Mr. and Mrs. Henry Offelt spent
Saturday in Kansas City.

Aubrey Wright went to Waterloo
Friday evening for a short stay.

Herbert and Miss Clara Zimmerman
and Edward and Miss Amanda Marcks
spent Sunday in Napoleon.

Mrs. J. Q. Cope and son, J. Q., Jr.,
went to Kansas City Monday for
a brief visit.

Mr. and Mrs. Thomas Crenshaw re-
turned to their home in Kansas City
Sunday evening after a visit with re-
latives here.

Mrs. George R. Cooper returned to
her home in Kansas City Saturday
morning.

Mrs. Clarence Vivion returned Fri-
day evening from a visit of several
days in Independence.

Mrs. Ryland Todhunter returned
Friday evening from a trip to
Warsaw and Clinton.

Morris Johnson of Boonville ar-
rived Saturday morning to spend
several days in this city.

Mrs. J. O. Lesueur and son, Will-
iam, left Saturday morning for a trip
to Texas.

Mrs. U. G. Phetzing, who has been
visiting in Kansas City for the past
few days, returned home Friday
evening.

Mrs. J. C. Casper, who has been
visiting relatives in this city for a
few weeks, left Friday evening
for her home in Cheyenne Wells,
Colo.

Mrs. M. L. Vaughan of Wichita ar-
rived Friday evening for a visit
with the family of Dr. M. G. Roberts
in this city.

Mrs. Howard Henry and little
daughter, Virginia, returned Fri-
day evening from a trip to Chilhowee
and Kansas City.

Mr. and Mrs. J. W. Shouse left
Saturday morning for Eldorado.

Springs to locate. Mr. Shouse will
engage in the grocery business there.

L. W. Marshall returned Monday
evening from a brief stay in Kansas
City.

Misses Soale Brawner and Florence
Becker visited in Kansas City
Tuesday.

Mrs. H. B. Tunstall returned Mon-
day evening from a trip to Chil-
howee.

Mr. and Mrs. J. F. Winn and Miss
Lee Meng spent Tuesday in Kansas
City.

Dr. G. W. Hyde and Rev. R. T.
Mansfield went to Corder Tuesday
ing to attend the Sunday School con-
vention.

Pres. E. W. White went to Kansas
City Tuesday to attend the meet-
ing of the Baptist State Board of
Educators.

Muhlbauer's Recital.

Franz Xaver Muhlbauer, the pian-
ist who gave a recital at Central col-
lege last Saturday evening, proved
all that was expected and more. He
is an exceedingly young man, but a
finished artist in every sense. His
technique is accurate and he puts his
whole soul into his work. His
strength, too, is wonderful and he
plays the heaviest pieces with almost
no show of physical exertion. There
is no doubt about his being a genius
and there is a strong probability that
he will in the near future be recog-
nized as one of the world's great
pianists.

His rendition of the Chopin B flat
Scherzo was seemingly perfect. When
he had finished this piece the au-
dience was fully aware that the per-
former was a master. Weber's In-
vitation a la Valse, Schuetz's A la
Capricieuse and Liszt's Rhapsodie
No. XIV were the other pieces on the
program that will be most re-
membered, although there was not an
uninteresting number on it.

It would be difficult to speak too
highly in praise of Mr. Muhlbauer.
Considering his youth and the fact
that he was playing on a strange
piano his performance was truly won-
derful. It is to be hoped that he will
come to Lexington again and if he
does he will have a much larger au-
dience than that of Saturday eve-
ning.

The program was as follows:

I
Beethoven.....Sonata Appassionata
Op. 57.

II
Chopin.....Nocturne F major
Etude, E major
Scherzo, B flat minor

III
Mac Dowel.....To a Water Lily
Weber.....Invitation a la Valse
Schutt.....Caprice Sganarella
Schutt.....A la capricieuse

IV
Liszt.....The Maid of Ganges
Au Lac de Wallenstadt
Rhapsodie No. XIV

As an encore after the Chopin
group he played a Chopin Mazurka;
for the third group a Humoresque by
Max Reger; for the Liszt group a
Polonaise.

Delightful Birthday Party.

About fifty young people were the
guests of little Miss Margaret Hor-
tense Heathman Friday afternoon
from 3 to 5 at the home of her parents,
Mr. and Mrs. D. O. Heathman, on
College street, the occasion being
the hostess' fifth birthday. The little
guests enjoyed themselves immensely.
The principal diversion of the after-
noon was the old but interesting
game, planning the tail on the donkey.
Prizes were awarded as follows: girls'
prize to Miss Dolly Maud Davis, and
girls' consolation prize to Miss Mary
Ellen Silver. The boys' prize was
won by Master Edward Gabel and the
boys' consolation prize went to Master
Billy Bandon. Many beautiful pre-
sents were received. The refresh-
ments consisted of ice cream, cake
and candy.

EDUCATION OF THE RUSSIAN

Average Man or Woman of the Middle
Class Is Well Taught, Says
Writer.

The "Intelligenzia" of Russia,
writes the Hon. Maurice Baring in
"A Year in Russia," is, properly
speaking, composed of every one who
can read or write. But the term is
generally used to designate those
members of the middle class who
belong to the professional classes—
doctors, professors, teachers and liter-
ary men. The average man or woman
of the Russian middle class is
better educated than the average
English man or woman of the same
class.

They are saturated with the fore-
ign classics. They often speak two
languages besides Russian, and they
are conversant with modern thought
in the various European countries,
so far as it is allowed to reach them.
They are taught at school things
which will be useful to them.

Every one receives a general foun-
dation of knowledge. The average
Russian boy knows more about Eng-
lish history than the average English
boy, let alone European history. A
cultivated Russian of the middle
class is saturated with John Stuart
Mill, Ruskin, Morley and Carlyle,
and Shakespeare, Milton and Shel-
ley are treated as Russian classics.—
Youth's Companion.

THE AMBIDEXTERITY FAD.

The idea of ambidexterity, so
popular a little while ago, is going
out even faster than it came in.

"Time given to the left hand,"
said a school teacher, "is time taken
from the right. In making the left
hand more skillful you make the
right less so. An ambidextrous na-
tion would produce no Michael An-
gelo, no Laliques. They used to
say that Japan was ambidextrous,
but that is not true. There is no
more ambidexterity among the
Japanese than among us. Do you
know the only place where ambidex-
terity is frequent? In lunatic asy-
lums. Idiots are nearly always am-
bidextrous."

TOO MUCH FOR HIM.

"Yes," said the thin party, "I'm
going to change my boarding place.
Those three-course dinners are too
much for my digestive apparatus."
"Three-course dinner!" exclaimed
his friend. "Of what do they con-
sist?"
"Napkins, ice water and tooth-
picks," was the reply.

WANT TO GROW TALL.

Miss Janet M. Johnstone, a teach-
er in a girls' school at Kanazawa,
Japan, says that Japanese girls have
begun to take a great interest in at-
letics. They are especially anxious
to become tall and walk a great deal
in the hope that it will help them
in this respect, as they do not wish
to remain little people.

OVERTIME.

The Professor—Come to my
house to-night, and I'll find you
some work.

The Wayfarer—Impossible, sir. I
belong to the mendicant's branch of
the Professional Loafers' union, and
they won't let us work overtime.—
Sketch.

THE GENTLE HINT.

"Oh, that I had an ambassador
at the court of love!" sighed the
bashful swain, with downcast eyes.
"A minister would be good
enough for me," replied the demure
maiden.

"Arabella!"
"Herbert!"—Punch.

ALWAYS BUSY.

"What kind of a statesman is
Bliggins?"
"One of those who go around be-
fore election telling how people are
going to vote and who are equally
busy after election explaining why
they didn't."

A GOOD AVERAGE.

Madge—How did your summer
campaign pan out?
Dolly—It was fairly successful. I
captured five engagement rings and
only two of them turned out to be
paste.

THREE BIRDS WITH ONE STONE.

"What did Baker do when he dis-
covered that his wife and chauffeur
had planned to elope in his car?"
"He oiled it thoroughly and put
it in first-class shape."

MAKE THEIR OWN INCUBATORS

The Megapode, an Australian Bird,
Has No Trouble Hatching Out
Its Chicks.

In the incubator the pale yellow
chicks, their soft down not yet quite
dry in places, fell, in their attempts
to rise and walk, like men dead
drunk.

"There's another," said the chick-
en farmer, as an excited little head
came out of an egg. "Wonderful
things, these incubators. Would you
believe that there's a bird that
makes them?"

"Yes, sir; a bird, the megapode,
makes its own incubator every time
it has a nest of eggs; it isn't bother-
ed, like other birds, with the long
and monotonous work of setting.

"The megapode hails from Aus-
tralia—the Barrier reef country. Its
incubator is a simple affair, merely
a great mound of leaves. In these
leaves it buries its eggs, knowing
that in that hot, moist climate the
leaves will ferment, and in their fer-
mentation give off just enough heat
to hatch the chicks.

"Who can deny intelligence to this
bird, which makes its own incubator
to hatch out its own eggs?"

SEE VALUE IN ESPERANTO.

Consul Norton of Chemnitz, Ger-
many, says that public recognition
of Esperanto is steadily advancing
in Germany; general attention is
awakened to its trade value; great
weight is being laid on its use by
the blind, so that the number of
publications available for their use
can be notably increased and that
a million or more people are using
the language. The postmaster-gen-
eral of the United Kingdom has
admitted Esperanto on the same
footing as modern European lan-
guages for use in telegraphing and
the Japanese minister of foreign af-
fairs has advised his countrymen to
master the language.

SUFFICIENCY.



Attorney—What reason have you for
not wanting to serve on this jury?
Talesman—Well, you see, I think—
"Sufficient; you're excused."

ABOUT THE SIZE OF IT.

"Ever notice it?" queried the in-
stallment querist.

"Did I ever notice what?" asked
the innocent bystander.

"That the strength of mind in
adults doesn't begin to compare with
the strength of failure to mind in
children?" concluded the i. q.

NOT MUCH.

Johnny said to his father the
other day: "Father, have you ever
noticed how often mother says: 'And
so on, and so on?'"

"Oh, yes, Johnny," was father's
reply, looking sadly at the breast of
his shirt; "but it never applies to
buttons, my boy."

JUST WHAT SHE WANTED.

The lecturer had been describing
some of the sights he had seen
abroad. "There are some spectacles,"
he said, "that one never forgets."

"I wish you could tell me where
I can get a pair of them," exclaimed
an old lady in the audience. "I'm
always forgetting mine."

HAMLET'S MISFORTUNE.

"Do you think Hamlet was men-
tally unbalanced?"

"No," answered Mr. Storming-
ton Barnes; "he was merely unfor-
tunate in living at a time when there
was no society of psychological re-
search to whom he could tell his
troubles."

LAYING IT BARE.

"I know what I say of you is
true," she hissed.

"How do you know?" gasped the
unhappy man.

"Your face betrays you."

He could not deny it then. "Yes,"
he murmured, "it is true. I shaved
myself."

ABOUT ADVERTISING—NO. 7

The Cannon That Modernized Japan

By Herbert Kaufman.

Business is no longer a man to man con-
tact, in which the merchant and the patron
establish a personal bond, any more than bat-
tle is a hand-to-hand grapple, where bone and
muscle and sinew decide the outcome. Trade
as well as war has changed in its aspect—both
are now fought at long range.

Just as a present day army of heroes would
have no opportunity to display the individual
valor of its members, just so a merchant who
counts upon his personal acquaintanceship for
success is a relic of the past—a business dodo.

Japan changed her policy of exclusion to
foreigners after a fleet of warships battered
down the Satsuma fortifications. The Samu-
rai, who had hitherto considered their blades
and bows good enough, discovered that one
cannon was mightier than all the swords in
creation if they could not get near enough to use
them. Japan profited by the lesson. She did
not wait until further ramparts were battered to
pieces, but was satisfied with her one experience
and proceeded to modernize her methods.

The merchant who doesn't advertise is pretty
much in the same position as that in which Japan
stood when her eyes were opened to the fact that
times had changed. The long range publicity of a
competitor will as surely destroy your business as the
cannon of the foreigners crumbled the walls of Sat-
suma. Unless you take the lesson to heart, unless you
realize the importance of advertising, not only as the
means of extending your business but for defending
it as well, you must be prepared to face the conse-
quences of a folly as great as that of a duelist who
expects to survive in a contest in which his adversary
bears a sword twice the length of his own.

Don't think that it's too late to begin because
there are so many stores which have had the advantage
of years of cumulative advertising. The city is grow-
ing. It will grow even more next year. It needs
increased trading facilities just as it's hungry for new
neighborhoods.

But it will never again support neighborhood stores.
Newspaper advertising has eliminated the strength of
being locally prominent, and five cent street car fares
have cut out the advantage of being "around the
corner." A store five miles away can reach out through
the columns of the daily newspaper and draw your
next door neighbor to its aisles, while you sit by and
see the people on your own block enticed away without
your being able to retaliate or supply new customers
to take their place.

It is not a question of your ability to stand the
cost of advertising but of being able to survive without
it. The thing you have to consider is not only an
extension of your business but holding what you al-
ready have.

Advertising is an investment, the cost of which
is in the same proportion to its returns as seeds are to
the harvest. And it is just as preposterous for you to
consider publicity as an expense as it would be for a
farmer to hesitate over purchasing a fertilizer if he
discovered that he could profitably increase his crops
by employing it.

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General Hauling Service

All Work Done Neatly and Carefully.
Guaranteed Satisfactory or No Charge.

BUS MEETS ALL TRAINS. CARRIAGE ON
CALL TO THE DEPOT.

C. L. KENNEY

BARN PHONE 18.

RESIDENCE PHONE 17.

THE CLEAN MEAT MARKET.

I handle the best of everything belonging to a First
Class Meat Market. Cleanliness, Quality, just weight, and
the right price are to be found here.

SEITER'S MARKET

ADVERTISE IN

The Intelligencer

Take Our NO 8

When Traveling

Eastward

LEAVES

Kansas City

1:15 p. m.

ARRIVES AT

Saint Louis

11:00 p. m.

Broiler Buffet, Observation
Sleeping Cars, Free Reclin-
ing Chair Cars.

Four Other Trains Daily

MISSOURI PACIFIC
IRON MOUNTAIN

Through the Heart of Missouri.